

HERE ARE THE FACTS, TO DATE, ON SMOKING:

IN 1933: Because of a new method of manufacture, PHILIP MORRIS introduced the first drastic improvement in cigarette manufacture, accompanied by a definite improvement in effect on smokers.

UP TO 1942: PHILIP MORRIS have shown the greatest percentage of increase in sales of *any cigarette.*

THE REASON: PHILIP MORRIS are *different* from other cigarettes. Repeated tests* have proved the distinctive method of manufacture makes them *definitely and measurably less irritating to the smoker's nose and throat.*

YOUR OWN CHECK-UP will quickly *confirm* that statement. Why not try PHILIP MORRIS on your patients who smoke . . . and see the results for yourself?

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, N. Y.

* Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154; Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071331